Asian J. Psychol & Educ.

Vol 12
1983

G. K. V.
Hardwar

undatio

ukul K

113746

113746

1983

S.133

THE ASIAN JOURNAL OF PSYCHOLOGY AND EDUCATION

EDITOR IN CHIEF - DR. N.S. CHAUNAN & DR. B.V. PATEL
MANAGING EDITOR - DR. GOVIND TIWARI

AGRA PSYCHOLOGICAL RESEARCH CELL

Asian Journal of Psychology and Education

113746

1983] Vol. : 12 Special Issue [Number 1-4

CONTENT

Dr. Roma Pal and Santosh K. Dixit 1-4

Development of Level of Aspiration in Relation to Grade and Sex.

Dr. (Mrs.) Swarn Pratap and S. K. Srivastava 5-10

Job Satisfaction in Shoe Company Workers—A Case Study.

Dr. Mahesh C. Varma 11-22

"Price Curve—An Anxiety Impact".

Prof. A. S. Patel and Dr. J. C. Parikh 24-30

"A Study of Social Perception of Different Occupations as Preceived by University Students".

Dr. R. P. Panday and Dr. J. L. Jha 31-33

Need-Achievers and Muller-Lyer Illusion.

Henry H. Reiter and Rosanne Avarzato 34-36

Job Satisfaction Survey of Real-Estate and Travel Agents.

ADVERTISMENT

Published By

AGRA PSYCHOLOGICAL RESRARCH CELL
Tiwari Kothi, Belanganj, Agra-282004 (INDIA)
(Phone 64965)

ASIAN JOURNAL OF PSYCHOLOGY AND EDUCATION

Editor-in-Chief

Dr. N. S. Chauhan & Dr. B. V. Patel

Managing Editor

Dr. Govind Tiwari

EDITORIAL BOARD

Prof. D. N. Sinha (Patna)
Dr. M. C. Joshi (Jodhpur)
Dr. B. C. Muthayya (Hyderabad)
Dr. S. N. Upadhyaya (Raipur)
Dr. S. N. Sinha (Jaipur)
Dr. T. R. Sharma (Panjab)
Dr. R. P. Verma (Varanasi)
Dr. G. C. Gupta (Delhi)
Dr. S. P. Ahaluwalia (Sagar)
Dr. M. A. Baig (Aligarh)
Dr. R. N. Kundu (Calcutta)
Dr. H. K. Kapil (Agra)
Dr. Jitendra Mohan (Chandigarh)
Dr. E. G. Parmeshwaran (Hyderabad)
Dr. M. B. Buch (Baroda)
Dr. B. B. Chatterjee (Bhubaneswar)
Dr. D. Gopal Rao (Delhi)
Dr. E. I. George (Kerala)
Dr. L. I. Bhushan (Bhagalpur)
Prof. Udai Shanker (Kurukshetra)
Dr. R. P. Bhatnagar (Meerut)
Dr. Labh Singh (Ramnagar, Nainital)
Dr. Mrs. G. P. Sherry (Agra)
Miss. Vimla Srivastava (Agra)

CONSULTING EDITORS

Dr. H. J. Eysenck (U. K.)
Dr. Ryojiosaka (Japan)
Prof C. Dostalek (Chekoslovakia)
Dr. R. Shapurian (Iran)
Dr. J. E. Jaisurya (Ceylon)
Dr. P. F. Meranda (U. S. A.)
Prof. J. R. Royce (Canada)
Prof. G. Migliorino (Italy)
Dr. S. M. H. Zaidi (Pakistan)
Dr. M. A. Ali (Bangla Desh)

LOCAL ORGANIZING COMMITEE

Dr. M. A. Shah
Dr. V. P. Bhargava
Dr. (Smt.) Manorama Tiwari
Dr. Roma Pal
Dr. R. P. Gupta
Km. Shashi Gilani

Asian Journal of Psychology and Education
Vol. 12, No. 1—4, Special Issue, Page 1—4, 1989.

DEVELOPMENT OF LEVEL OF ASPIRATION IN RELATION TO GRADE AND SEX

Dr. Roma Pal[1] and Santosh K. Dixit[2]

Change is an aspect or dimension of personality. In many ways the necessity of change in role relationships and in treatment of man in various sub-systems indicate a positive need for investigation. It is not easy to formulate precisely the nature of change in our life. A considerable amount of research done in the recent past-reveal that the number of complexity of ascribed characteristics and roles of the individual change throughout his life, but this change is more rapid in childhood (Tiwari and Tripathi, 1981). During the middle schooling (8 to 12 years) a child passes through several physical, emotional, social or cognitive developmental changes and competences within the changing environmental settings (Newman and Newman, 1978). On the basis of past success and failure and perceptions of himself in relation to group standards and interaction with peers, the child sets his goal as well as his level of expectation which also effects his personality development. The individual's level of aspiration represents his expectancy as an integral, also an important part of his 'Self-picture' (Hubert, 1959), 'Level of performance in a familiar task' (Frank, 1935), personal experience as well as achievement regarding success and failure (Hoppe, 1931) and represents 'inner structure' (ideal goal). The assessment procedure of aspiration puts pressure on the individual hence it reveals rather quickly his rationalization, evasion and other ego defense-mechanism (Tiwari and Singh 1963). The term level of aspiration was first used by Dembo (1931) and the first experimental analysis was done by Hoppe (1931), which refer to the level of future performance in a familiar task by which an individual explicitly undertakes to reach the task, knowing his level of past performance in that task (Frank, 1935).

The fundamental aim of all human behaviour is 'preservation and enhancement of the phenomenal self' (Diggory, 1966) that represents his only frame of reference and his only reality. So a study of child's integral and important part of 'self-picture' by the level of aspiration within the frame-work of physical development or maturity among boys and girls may provide fruitful facts and findings.

The child develops many aspirations through which he attains realistic or unrealistic characteristics. Due to these characteristics, he is sometimes swayed by others in setting his goals or he sets his goals on the basis of assesment of his ability acquired from past success and failures. Parental involvement in setting the child's

---

1. Dr. Roma Pal is Post Doctoral Fellow (Psycho.) Agra University, Agra.
2. Santosh K. Dixit is Lecturer (Psycho.) Agra College, Agra.

goal's do also determine the magnitude of childs aspiration. Those parents who set their child's goals also pave way to reach them as well use reinforcement by rewarding or punishing them which later or sooner lead to internalization of aspiration. Hence parental guidance is no longer necessary (Berschied, E , and Dion, K., 1971).

Although both parents play an important role in training for achievement but it has been revealed by several studies that the maternal approach to training is more emotionally linked with the development of aspiration because mothers lay greater emphasis on warmth and approval success and disapproval for failure than fathers do (Boehm, L. and Nass, M. C. 1962 ; Klein, M. W., 1968 ; Berschied, E. and Dion, K., 1971).

Parental ambitions (Garrison, 1964 ; Couch, 1967), expectations of significant outsiders-especially peers and teachers (Cronbach, 1956 ; Bossard and Boll, 1966), competitions with others, cultural tradition, mass media, past experiences, interests and values (Strang, 1957 ; Cronbach, 1963 ; Bell, 1963 ; Capanello, 1965 ; Garrison, 1966 ; Sontag and Kegan, 1963) are the main sources in the development of level of aspiration.

Sex, too occupies an important place in the development of aspiration. Boys tend to feel a need for greater attainment than girls and their aspirations are more related in athletics, academic work and sex-appropriate vocations. In contrary, girl's aspiration relate most often to personal attractiveness and social acceptance (Bennett and Cohen, 1959). Sex difference is also availed in immediate and remote aspirations. Girls tend to have more immediate aspirations but fewer remote aspirations (Zelan and Zelan, 1970).

The above literature review clearly depicts that several studies have been done by taking grade and sex as variable in the study of level of aspiration on univariate plan but none of the study have been done so far in India with multivariate plan i.e. utilizing factorial design.

The present study aims at investigating the development of level of aspiration among boys and girls of middle school age (8 to 12 years). On the basis of earlier research findings it was hypothesized that older children would prove to have higher aspiration than their younger counterparts. It was also hypothesized that sex might exercise a differential effect on the development of aspiration in children.

METHOD

The study employs a 2 × 3 factorial design with two levels of sex (boys and girls) and three levels of grade (4th, 5th and 6th).

Sample : The total sample consists of 600 students studying in grades 4th, 5th and 6th of Agra District (U.P. with a mean age of 9, 10 and 11 years respectively. 100 boys and 100 girls, mostly belonging to middle socio-economic status were randomly selected from each grade. Each cell of 2 × 3 research paradigm consists of 100 Ss.

Instrument : For the Goal Discrepancy scores, Singh and Tiwari's Level of Aspiration Test has been used which is based on Underwood's method. The test sheet has five rows of forty-eight half-inches squares. In the first, third and fifth row there are ten squares and in second and fourth row there are nine squares.

RESULT

Mean Aspiration scores of grades 4th, 5th and 6th were found to be 1.77, 1.87 and 2.42 respectively. Mean scores of boys and girls respectively (for all grades) were 1.63 and 2.42 separately.

TABLE-1 : Presents the summary of a 2 × 3 ANOVA for Level of Aspiration Scores.

Scores of Variation	M.S.	df.	F-ratio	P
Grade	24,953	2	5.230	.05
Sex	94.057	1	19.712	.01
Grade × Sex	0.512	2	0.107	N.S.
Error	4.771	594		
Total	4.973	599		

The above table shows that grade, as main effect contribute significantly to the variance of aspiration scores of middle school going children. The obtained F-ratio of 5.23 is significant at .05 level. The finding gets confirmation from Duncan's range tests results where 6th graders were found to have significantly more level of aspiration as compared to 4th and 5th graders but no significant difference was found between scores of 4th and 5th grade children.

Sex difference as the main effect in this study is found significant at 01 level which denotes that sex is a potential bearing upon the level of aspiration. It is interesting to note that girls supersede boys. It is also mentionable point that the interaction between the grade and sex does not exceed any significant difference whereas independently both the variables significantly effect the goal discrepancy scores of middle school going children.

REFERENCES

Alexander, C. N. and Campbell, E. Q., Peer influences on adolescent's educational aspiration and attainment. *Amer. Social Review*. 29, 568—575, 1964.

Berustein, E., Fear of failure, achievement motivation and aspiring to presigeful occupations. *Jr. Abnorm Soc.. Psychol.*, 67, 183—189, 1963.

Boyle, R. P., The effect of the high school on students aspirations. *Amer. J. Social.* 78, 628—639, 1966.

Cantril, H., A Study of Aspiration. *Scient. American*, 208, No. 2, 41-55, 1963.

Elliot, J. L. and Elliot, D. H., Effects of birth order and age gap on aspiration level *Proc. Annu. Convent. A.P A.*, 5, pt. 1, 369—370, 1970.

Harrison, F., Aspirations as related to school performance and sociometric status. *Sociometry*, 32, 70—79, 1969.

Hilgard, E. R., *Introduction to Psychology*. 5th Ed. N. Y. Harcourt Brace and World, 1971.

Kausler, D.H., Aspiration level as a determinent of performance, J. Pers, 1959, 27; 346—351.

McClelland, D. C., *The achievement motive*. New York : Appletoncentury-Crofts, 1953

Mead, R. D., Realism of aspiration level in Indian and American College Students. *J. Soc. Psychol.* 8968, 75, 169—173.

Tiwari, G., Morbhatt, Kiran and Morbhatt, Prem Lila, Effect of anxiety and aspiration on academic achievement of adolescent boys and girls. *Asian Jrn. of Psychol. and Education*, 1980, Vol. 6, No. 1, 35—38.

Tiwari, G. et. al. Level of aspiration as function of Anxiety and sex among high and low academic achievers. *Indian Psychological Review*, Vol. 19, No. 4, 1980.

Tiwari, G. and Singh, H. M., Manual of Level of Aspiration. *Agra Psychological Research Cell*, Agra, 1967.

● ●

Asian Journal of Psychology and Education.
Vol. 12, No. 1—4, Special Issue, Page 5-10, 1983.

JOB SATISFACTION IN SHOE COMPANY WORKERS— A CASE STUDY

Dr. (Mrs.) Swarn Pratap

and

S. K. Srivastava
Department of Humanities and Social Sciences
University of Roorkee, Roorkee (U. P.)

A survey was conducted to measure the level of job satisfaction and study the relationship between job satisfaction and such independent variables as age, education, pay, length of service and marital status. The sample consisted of 100 workers belonging to two shoe companies located in the city of Kanpur (U.P.). All the employees were administered job satisfaction scale. The study reveals that most of the employees satisfied with their jobs and pay is also related to job satisfoction, while age, eduaation, length of service and marital status is not related to job satisfaction in shoe company workers.

INTRODUCTION

In the past, the worker was treated like a piece of machinery. His only function was to produce, and the more he produced the better worker he was considered to be (Ghiselli & Brown, 1955). Today the worker is no more treated like a machine because the 'human factor' is being increasing recognised by labour leaders and the management.

It has been found that an employee who is well adjusted, satisfied and happy with his job is likely to show better adjustment towards his family members, relatives, society and country at large whereas a dissatisfied worker is or may likely to be involved in inndustrial troubles such as absenteeism, labour turnover, strikes etc. Herzberg, Mausner, Peterson and Capwell (1957) have summarized the results of number of studies conducted on job satisfaction—'The satisfied worker in general, a more flexible, better adjusted person who has come from a superior family environment or who has the capacity to overcome the effects of an inferior environment. He is realistic about his own situation and about his goals. The worker dissatisfied with his job, in contrast, is often rigid, inflexible, unrealistic in his choice of goals, unable to overcome environmental obstacles, generally unhappy and dissatified". Thus job satisfaction studies are necessary for better adjustment of the workers to the society.

In areas of job satisfaction some studies show that though there may not be any clear cut relationship between job satisfaction and different facets of worker behaviour, it can safely be asserted that on a long term basis degree of satisfaction is likely to affect productivity of people and more particularly their absenteeism, labour turnover and adjustment of work. Therefore, it is good policy for any organization to ensure that the high producing employees are also more satisfied. Thus one can say that job satisfaction being the centre of industrial harmony is one of the most important problem in industrial psychology.

Bose (1951) has found that job satisfaction always goes with higher productivity. Among the many hypothesis presented by psychologists, the following have a high validity (1) Hawthorne effect-when a group of workers get specific attention from the employer, satisfaction and productivity go up, irrespective of many material change in the factory situation (2) Social interaction-when workers have opportunity to interact socially with one another, job satisfaction and productivity go up. Conversely, when the work does not provide opportunity for interaction, satisfaction is poor.

Job satisfaction has many different points of reference and very few workers indeed are satisfied with all aspects of their jobs. The satisfactions the worker drives from his job are not only many and varied but also highly sensitive to change Interviews with workers have indicated that there is considerable variation in satisfaction from day to day, from week to week and even hourly changes have been found. It is helpful in understanding human behaviour in general, to know something about the sets of values by which people live, and about the satisfactions associated with the type of work they do. Job satisfaction of course, is influenced both by extent to which the work a person does is intrinsically interesting to him and by his attitude toward the total work situation including the company, his supervisor and fellow workers. Job satisfaction in part, is affected by the degree to which the work situation results in fulfilment of certain values in their jobs, some placing greater value on pay, security, other income and so forth.

OCJECTIVES

The two main objectives have been formulated for this study : (1) The primary aim is measure job satisfaciion of employees in shoe companies of Kanpur to show the state of job satisfaction of workers in this kind of organizations and the (2) Second objective is to determine the relationship between job satisfaction and such independent variables as age, education, pay, experience and marital status.

METHODOLOGY

Sample : The total sample in this study consisted of one hundred workers. The data were collected from two shoe companies located in the city of Kanpur. The stratified random sampling method was used in drawing the sample. The sample was the age group of 20 to 50 years with a mean of 35·38 years.

Job Satisfaction Scale : In the present study, a scale constructed and standardized by H C. Ganguli (1954) was used to measure job satisfaction. The scale is based on five point Likerts method of summated ratings scale. The scale used in the present study consisted of 29 statements and measures eight dimensions of job satisfaction viz. salary, job security, nature of work, senior/junior relationships, advancement, working conditions, unions, and communication.

RESULTS AND DISCUSSION

The main aim of the present study was to measure job satisfaction of workers of shoe company and investigate the relationship if any between job satisfaction and some personal variable like age, education, pay, experience and marital status. In the study of job satisfaction not a single worker is highly dissatisfied, 16% of employees were highly satisfied, 68% satisfied, 12% are neither satisfied nor dissatisfied (average), and 4% are dissatisfied with their jobs.

There are only two studies by Ganguli (1964) and Kapoor (1968) which show percentage of Indian male workers with different degrees of satisfaction/dissatisfaction. In both these studies, it was found that very few workers were highly satisfied or dissatisfied with their jobs. In Ganguli's study most of the workers lied in the average category while in Kapoor's study the majority was found in the satisfied category. Two studies on women workers by Ahmed (1975) found majority of the workers fall in the satisfied category.

Further analysis of the data was done to determine the relationship between job satisfaction and number of independent variables such as age, education, pay, experience and marital status by applying the Chi-square test. Now we will discuss these variables in the light of recent researches.

There is no relationship between job satisfaction and age of men workers and the Chi-square value as found to be 3·68 ($df=2$) which is not significant. The results of the present study indicate that there is some trend between the workers below 26 years and 26 years of age are slightly more satisfied when compared to the workers above 26 years of age. Studies by Ghosh & Shukla (1967) and Rao (1970) are in accordance with the results of the present study.

The study indicates that there is no relationship between job satisfaction and education of workers. The Chi-square between these two variables comes to be 4·56 ($df=4$) which is statistically insignificant. There is a great deal of conflicting evidence on the relationship between education and job satisfaction. The result of the present study is supported by Sinha & Nair (1965) and Natraj & Hafeez (1965). While contrary results were found by Prasad (1965) and Kapoor (1967) who found significant relationship between job satisfaction and education of the workers. So it can be said that no generalized statement about the relationship between job satisfaction and education is meaningful without considering advancement policies of the company in relation to education.

There is a general tendency among male workers that high the pay, the more is their job satisfaction. The same is true with the workers in the shoe company. The Chi-square between the pay of workers and their job satisfaction comes out to be 10.39 ($df=4$) which is significant at 0.05 level. Thus it is concluded that pay is related to job satisfaction. The importance of pay as a factor in job satisfaction has been greatly over-emphasized by management. Many companies feel that a pay raise is a "cure all" which will make everyone in the plant happy.

The results of the present study shows no relationship between experience and job satisfaction of the workers. The Chi-square between the two variables comes out to be 5.29 ($df=4$) which is statistically not significant. The results of the present study are in accordance with those by Sinha (1958) and Chatterjee (1961).

There is no relationship between job satisfaction and marital status of men workers. The Chi-square value was found to be 3.65 ($df=2$) which is not significant at any level. The results of the present study are in accordance with the results of the studies conducted by Sinha & Nair (1965), Ghosh & Shukla (1967) and Ahmed (1975) While Sinha & Sharma (1962) and Rao (1970) found that unmarried workers are more satisfied than married workers. So further research should be done to establish relationship between these two variables.

CONCLUSIONS

The study reveals the following results :

(i) Majority of the employees are satisfied with their jobs and no one is highly dissatisfied.

(ii) There is no relationship between age, education, experience and marital status.

(iii) Job satisfaction is relsted to the pay.

SUGGESTIONS

Job satisfaction is one of the important factor which affects not only the efficiency of the workers but also such job behaviour as absenteeism and accidents etc. Job satisfaction on the part of the employees may lead to industrial unrest. Thus, the importance of job satisfaction studies are for the benefit of employer, the employee and the society at large. The investigator feels that there are only few studies on the measurement of job satisfaction. Such studies should be conducted in different factories representing various regions of the country, to provide clear picture to the management about the extent of job satisfaction/dissatisfaction in their factories. Besides, there are various intrinsic and extrinsic factors which affect job satisfaction. The relationship of these variables in the job satisfaction should also be studied.

REFERENCES

Ahmed Sofia, *Study on iob satisfaction of women workers in Indian industries*, Unpublished Ph. D. thesis, University of Delhi, Delhi, 1975.

Bose, S. K., Man and his work. *Indian Journal of Psychology*, 1951, 26, 1—20.

Chatterjee, A., *Satisfaction and Productivity : A study of morale and team work in industry with respect to productivity.* Unpublished Ph. D. thesis, Indian Institute of Sciences, Bangalore, 1961.

Ganguli, H. C., A study of the effect of union membership on industrial morale. *Indian Journal of Psychology*, 1954, 28, 45—59.

Ganguli, H. C., *Structure and Process of Organization.* Bombay : Asia Publishing House, 1964.

Ghiselli, E. E. and Brown, C. W., *Personnel and Industrial Psychology.* New York : McGraw-Hill, 1955.

Ghosh, N. S. and Shukla, S. N. A study of the correctness of job satisfaction of a group telegraphists. *Indian Journal of Applied Psychology*, 1967, 4, 43—50.

Herzberg, F., Mausner, B., Peterson, R. & Capwell, D. ; *Job Attitudes : Review of Research and opinion.* Psychological service of Pittsburgh, Pittsburgh, 1957.

Kapoor, S. D., The prepotency of specific motives among industrial workers *Journal of Indian Academy Applied Psychology*, 1967, 4, 45—47.

Kapoor, S. D., The extent of job satisfaction among Indian Industrial workers. *Journal of Indian Academy Applied Psychology*, 1968, 5, 13—19.

Natraj, C. L. and Hafeez, A. : A study of job satisfaction among skilled workers, *Indian Journal of Social work*, 1965, 26, 9—12.

Prasad, A. K., A study of personality and some personal factors in job satisfaction, *Indian Journal of Psychology*, 40, 147-151, 1965.

Rao, G. R S., Socio-Personal correlates of job satisfaction. *Indian Journal of Applied Psychology*, 2, 63-70, 1970.

Sinha. D., Job satisfaction in office and manual workers. *Indian Journal of Social Work* 19, 39-46, 1958.

Sinha, D and Nair, Y., A study of job satisfaction in factory workers. *Indian Journal of Social Work*, 26, 1-8, 1965.

Sinha, D. and Sharma, K. C., Union attitude and job satisfaction in Indian workers. *Journal of Applied Psychology*, 46, 247-257, 1962.

● ●

A Unique Publication of Psychology *Just Published*

Experimental Psychology :
A Dynamic Approach

By

Dr. GOVIND TIWARI & Dr. ROMA PAL

Specific Features of the book

- 'Experimental Psychology : A Dynamic Approach' is a text book for B. A.; M. A. Classes and is also a guidebook for I. A. S.; P. C. S. and other competitive examinations.
- This book consists of more than 100 experiments in this field.
- This book is written in very simple English language.
- Inclusion of recent researches in the area concerned.
- Separate chapters have been given for Design and Methodology and Control of Variables.
- For the analysis of experimental data the advanced statistical analysis has been given separately in the appendix.
- A Comprehensive bibliography has been included.
- The book is very useful for the students, teachers and researchers.

VINOD PUSTAK MANDIR, AGRA–2

Asian Journal of Psychology and Education
Vol. 12, No. 1—4, Special Issue, Page 11—21, 1983.

"PRICE CURVE-AN ANXIETY IMPACT"

Dr. Mahesh C. Varma
Eco. Dept., P. G. College, Ambah. (Horena), M.P.

Price is the linking factor between production and consumption. No doubt about it, but motives of consumption have to be understood with a reasonable degree of accuracy for a meaningful discussion on pricing objectives from the consumer point of view, because it is the motive of consumption that determines, to a large degree, pricing objectives, range and elasticity. In other words, a pricing policy reflecting motive factors has greater chances of success. Convential classifications of product and services are mostly helpless to generate pragmatic analysis of the genesis, role, and context of pricing policies. It is, therefore, apparent that classification of goods and services by conventional matrix, such as capital goods, consumer goods, perishable goods, luxury goods, durable goods, semi-durable goods etc., does not fully match classification by motives of consumption. The source, cause, and character of consumption motives should be the guiding factors in classifying products and services when evaluating pricing objectives[1]. In this paper an attempt has been made to highlight the psychoeconomical impact on price equilibrium.

The economic problem is the subject of price theory. In a free economy, prices are the instruments that allocate resources-material things and human services-among the ends that they can serve. Prices determine what goods and services are produced, how they are produced, and who gets them[2].

The ultimate 'cause of price' to use in a classical term-lie deeply embedded in psychology and techniques of mankind and his environment, and are as manifold as the sands of the sea[3]. All economic analysis is an attempt to classify these manifold causes, to sort them out into categories of discourse that our limited minds can handle, and so to perceive the unity of structural relationship which both unites and seperates the manifoldness. Our concept of 'demand' and 'supply' are such broad categories. In whatever sense they are used, they are not ultimate determinants of anything, but they are convenient channels through which we can classify and describe the effects of the multitude of determinants of the system of economic magnitudes. These ultimate determinants are, on the

---

1. Jayachandran, G., 'Pricing Strategies and Consumer Values', The Economic Times, June 12, 1970.
2. Watson, Donald Stevenson, 'Price Theory and It's Uses', 1967, p. 3.
3. Boulding, K.E , 'A Liquidity Preference Theory of Market Prices' Readings in Price theory, Vol. VI, p. 311.

one hand, the patterns of choice between alternatives of all individuals, and on the other the pattern of technical limitation of resources such as labour, time, raw materials, and the transformation functions of these resources into commodities and services[4].

One of the most interesting application of psychology to the solution of practical every-day problems is concerned with the determination of the kinds of things which people will buy and with the best means by which to acquaint them with these things. In practice, price mechanism is study requiring the efforts of specialists of many fields-economists, sociologists, artists, and journalists, as well as psychologists. Each specialist has his part to play, and quite often teams of specialists work together on the solution of interdisciplinary problems[5].

The appeal to a human want is basic to the design of a new product and to the discovery of new uses for an old product, as well as being the basis upon which rests the pulling power of advertisments. Generally, wants are divided into three classes : primary-those that are basic, unlearned, and individual ; secondary-those that are learned but are universally learned ; and tertiary-those that are individual and idiocentric, e.g., a want for food is a primary want, a want for steak is a secondary want, a want for steak smothered in onions is a tertiary want.

The relative strength of appeals to various wants has been studied frequently. The effectiveness of appeals is influenced by external conditions and by the product being advertised. In prosperous times, appeals to comfort and luxury rank higher then appeals to economy, in depression the ranks are reversed. The age of the reader is a factor also. Although the motives of the individual differ, there are common characteristics. The product is a chief consideration in determining the appeal. As a result of large scale operations and World-wide distribution, producer and consumer have become more and more widely seperated, so that the matter of keeping a business sensitively in tune with the requirements of the ultimate consumer becomes a matter of increasing importance[6].

A market consists of people with money to spend and a willingness to spend it. It is trading area which may be nation-wide, regional, or local.[7] The market for particular products depends to a large extent of the money which people have to spend. The importance of changing trends in consumption pattern should not be neglected. Obviously, consumer research contributes to business success by keeping business in touch with customers, developing new sources of profits by discovering new products and new markets, and avoiding unanticipated changes that may make a product obsolete. Market analysis is used to determine who buys the products, why they buy, who uses the product, shopping habits, brand preference, how much can be sold, and type of product that should be produced, and to determine future trends and conditions by studying past conditions.

---

[4] Stigler, George J., 'The Theory of Price, New York, 1959, p. 11.

[5] Gray, J. Stanley., 'Psychology Applied to Human Behaviour', 1954, pp. 438-39.

[6] Sandage, C. H., 'Advertising, Theory & Practice', 1936, p. 296.

[7] Kleppner, Otto, 'Advertising Procedure', 1950, p. 534.

The 'will to live' often said to be the great inclusive motive of all living creatures, is in human beings not simply the will to stay aline, but rather the will to live in active relations with the environment This motive is not primarily directed towards serving the organic needs and meeting the emergencies of life, but towards knowing objects and persons, doing things to them, and participating in what is going on in the environment. Just because this objective tendency of human activity is so all-pervasive, it is often overlooked and omitted from a list of fundamental motives, where it certainly belongs. It shows it self in the general tendencies to explore and manipulate the environment, and in a great veriety of more specific interests[8].

A desire is a motive, a set directed towards some goal, but that is not all there is to a desire. When you desire something strongly you certainly have a set directed to obtaining that thing, but you also feel strongly about it and as an organism you are not in your usual calm and placid state. When you desire to escape from some danger you are likely to feel afraid, and when you desire to fight and injure a person you are likely to have an angry feelings. In the scientific study of desire there are two main problems : 1. The problem of motive—'what is the individual trying to do' ? and, 2. The problem of feeling and emotion—'what is his internal state ?' His state can be discovered partly from his own interospective testimony as to how he feels and partly by an objective study of his bodily condition.

Motive, being directed towards a goal, belongs under the general head of 'activity in progress', while feeling and emotion belong under the head of 'temporary state of the individual'. Desire includes both, and the two are closely related, both being parts of an integrated activity of the organism as a whole[9]. In an economic sphere the motives-maximization of profit of supplier, and the consumer's to have more satisfaction of wants on less sacrifices by way of lossing his purchasing power, are truely affected by the above Psychological impact.

In the same way, both the supplier and consumer are effected by Anxiety—a psychoneuroses which is most common of the various psychoneurotic disorders. It is characterised primarily by diffuse, 'free-floating' anxiety, which does not seem to stem from or be directed toward any particular situation or object. In this respect it differs from other neurotic reactions. They, too, involve considerable anxiety, but less of it appears in consciousness, much of it is ameliorated by the development of phobias, compulsions and other defensive reactions. The anxiety neurotic, however, is largely without these defenses, and so is at the mercy of his anxiety.[10]

---

[8] Woodworth, R.S., & Marquis, D.G., 'Psychology', p. 316.

[9] Brown, J.F., 'The Psychodynamics of abnormal Behavior' 1940, p. 364.

As the situations are the trait of anxiety, and those economic situations which will constitute a threat to one's ego will create anxiety. There may be some differences in its degrees in different situations. Not only in case of essential needs, but the even the maintenance of ego is very important to create anxiety. In the same way the substitutional effects will also play a dominent role. In an economic field the degree of anxiety will depend on the gap between source of income and source of expenditure, or in other words it depends on effective demand and its fulfilment also. When the gap of the same will be smaller then the degree of anxiety will be less, and on the other, when gap is wider then the degree of anxiety will also be higher. It also depend upon the nature of person concerned, *i.e.*, in case of wider gap and the concerned person has a tempo of hard work he may be able to cover the gap in a short period leaving behind some cunstructive work for the development of the economy. But an idle person will create problems to himself and as well as to the economy concerned through his destructive nature of work, e g., smuggling, gambling and so on. This type of man never care to think about the application of inputs, *i e.* sacrifices, but they always see the outputs only. In an economy, such as ours, generally this type of tendency will be available in all sectors, which may be public, or private, and urban or rural. They are mostly habituated of making complaints of even an officer to the All Mighty God. Their moto always is to cover their income and expenditure gap, which is too much wider in comparison to other developing countries, only by the help of ALLAHDIN'S CHIRAG.

These situations, in any economy, are liable to create depression. Individually. such type of actions may also create feelings of depression, when any one think about his past actions. In other words, psychologically it may be said that depression will affect on the feelings by which it may be concluded that we have not done right in the past, knowingly or unknowingly.

In an economy, such as in India, where nearly 90 percent population is residing in rural areas, and generally they are dependent on agriculture, and agricultural occupations are not getting their equal share of income from urban sector, hence they are much more depressed in comparision with the natives of urban sector. Some times, wrong or unpracticable fiscal policies may create a situation of depression in the whole economy.

We now embark upon the study of the subject proper that how motives, feelings, anxiety, and depression are effective in an economic behaviour of the supplier and the consumer. Taking first the supplier's case. It will not be out of place to mention here that supplier always thinks about his motive, i.e., maximization of profit. Now his feelings and anxieties will be governed by this above influence of his motive. As the anxiety is called as 'free-floating', the supplier is also free to feel or think freely about the ways and means by which profit may be maximised.

---

[10] Colman, James C., 'Abnormal Psychology & Modern Life' 1950, p. 163.

In case of existing situations, he may secure his motive by under-production, monopolization, and hoarding of articles. The above practice may always lead to an inflationary situation in the economy. In case of Indian Economy it has, unfortunately, become a cliche to say that we are now passing through this crisis. Our economic-history in the last thirty years as an independent nation has been characterised by one crisis after another, so much so that the country seems to have acquired some kind of immunity against the desease called crisis, but, on any standard, it would be factually correct to say, without getting involved in semantic niceties, that the times through which we have passed during the last few months have been characterised by strains of exceptional severity particularly in the economic field. It has been a period not merely of high and rising prices, but a grave shortages, shortages not merely of foodgrains, of kerosene, and of cooking oil, which are the daily necessities of the common man, but also of cement, steel and electric power, which are the basic essentials of industrial growth. How to deal with this problem, the pressures of which have been particularly severe on the common man, has been the main preoccupation before the country. The problem of inflation will continue to remain with us and will indeed get severely aggravated, unless we take energetic steps to halt the process[11].

In the light of the above it is justifiable to say that inflation was the biggest single cause that wiped out the Roman Empire, one of the greatest civilizations that the world has ever seen, and ushered in the Dark Ages, one of the unhappiest periods in the life of mankind, and which in modern times made the despairing middle classes of Germany welcome servitude to Hitler ? In the same way nothing has perhaps given such a serious jolt to the economic, political, and social cohesion of India as Inflation.

There may be differences of opinion on the causes and consequences of inflation and the measures to be taken to deal with the problem. Fortunately, there is little dis-agreement about the fact of serious inflation in India in recent years. Perhaps

---

11. Iengar, H. V. R., 'Introductory Address-Inflation in India', 1974, p. 1.

it is also correct to say that there is a very large consensus regarding the cause of inflation and the measures to be taken to halt its march, if not cause a reversal. What needs to be done is not so much a general statement of anti-inflationary policies as the formulation, in great detail, of remedial measures, short-term, as well as long-term. Equally important is to ensure their implimentation with determination. The curse of economic policy-making in India has been not so much lack of knowledge of what needs to be done as utter feebleness in 'executing' policies, if one may use that distasteful world. Repeatedly we talk of 'crash' programmes, but all that happens is that generally speaking, the programmes Crash !

Inflation has for some years been a world-wide phenomenon. It would appear as if countries are varying with one another in order to achieve high rates of inflation. The sharp rise in commodity prices has been widespread, covering cereals, oilseeds, sugar, fibres, ferrous, and non-ferrous metals, paper and petroleum. Never before, expect during war time, was there the phenomenon of simultaneous sky-rocketing of prices of most commodities. In the course of a little over ten years or so, the value of the Rupee has declined by over 60 per cent. Those who are in their fifties and above would also have noted sadly how the value of Rupee has declined by over 90 per cent as compared to the pre-war years. This is to say, for what one could then buy for a Rupee one has now to pay as much as twelve Rupees[12].

Inflation has emerged as an economic and social evil because it has redistributed income and wealth in various unjust happazard, and socially undesirable ways and, also, because it has caused a major disturbance in the lives of the vast majority of our poor and defenceless people. With spiralling prices of foodgrains, edible oils, and other consumer essentials, and with money incomes largely unjusted, the people's anguish and hunger become indistinguishable. The reason that inflation has gone unchecked so long, is not that economic theory can offer no way of maintaining economic stability or the value of the Rupee, but that policies required to achieve such objectives are not readily acceptable to politicians swayed by pressures from those who find the inflationary phenomenon attractive. If every one were genuinely against inflation, as almost everyone professes to be, then the political pressures which perpetuate inflation would not exist. Inflation continues because it is indeed tolerated by powerful social groups in our society, and once inflation gets started it is kept going by inflationary expectations.

In adopting the Anti-inflationary measure by raising the level of commodity taxation in India, psychological resistance constitutes an important obstacle. The Indian masses believe ordently in the regressive nature of commodity taxation, and

---

12. Sinha, S. L. N., 'Inflation in India—An over all view', 1974, pp. 34—35.
13. Rangnekar, D. K., 'Inflation, Taxation & Black Money', The Economic Times, Annual—1974, p. 23.

refuse to counter-weight the beneficial role of developmental expenditure made possible by such taxes. They often seem to take the line that as far as greater tax revenues are essential, they should be only raised by way of income and capital taxes on the richer classes. There is a great need for chaning this psychology, but it may be contended that it is in the meantime worth while to get round this psychological obstacle by State Trading, where taxation will be concealed and regarded in the wider setting of a proper price policy.[14]

Black-marketing practice may also be called the result of above noted activities of the supplier. When this practice has come into its existence then a new evil child is born in any economy, which may be called as Black-money.

Black-money has taken full command of the market macharism and has practically submerged what may be called the official economy. Black money is eroding our basic values, corrupting public life, and converting almost every conceivable scheme, project, organisation, or ideas into a source of benefit to the black-income elite which to-day dominates the Indian scene also. The development of new concepts and tools of economic management has been abused so as to strengthen the growth and powers of black money. What we are witnessing to-day is not only a growing polarisation, inherent in the structural crisis generated by black money, but the dangers of black-money power, and the near breakdown of a whole series of safety valves, which have sustained and played a vital role in the development of India, and its democratic system.

The Direct Taxes Enquiry Committee, hereinafter referred to as Wanchoo Commitee, as defined black-money is as unaccounted money or concealed income and or/ undisclosed wealth as well as money involved in transactions wholly or partly suppressed. Black money stands not only for money earned by violation legal provisions but also connotes that such money is kept secret and unaccounted for[15]. While it symbolises something which violates moral, social, or legal norms, it also suggests a veil or secrecy shrouding it. Black money, wrote a monetary expert, is that which is not earned or received in contravention of the prevailing Government's Acts and Regulations or money that has been retained without the payment of taxes due to a Government. It is black money when a corrupt minister, or an official accepts a bribe for giving a licence or a permit. It is black-money when a cement or steel manufacturers/traders sells the commodity at a price above the controlled rate without the money appearing in the official records. When an exporter of jute goods under-invoices the exports, keeps the money abroad or brings it back by selling the foreign exchange at a substantial premium over the official exchange rate and in contavention of exchange control regulations, he has acquired black money. When a professor goes to another University to conduct an examination and travels second class while claiming First class fare, he is also acquiring money which is not white.[16]

---

[14] Lakdawala, D. T., 'Taxation & The Plan', Chap. I, p. 3.

[15] Govt. of India, 'Direct Taxes Enquiry Committee Final Report' Dec. 1971, paras 2.6, and 2.7.

Whatever may be the measure of black money, the fact is undeniable that its volume is considerable. In other words, there exists something like a parallel economy in the country running on the strength of black money. Or as some one put it, the Indian economy is 'like a Zebra with both white and black stripes on it's skin'.[17]. The cause of black money is the existence of controls of various kinds. It manifests itself in corruption. In the parallel economy, prices, interest rates, profit rates are all higher that what is allowed under the law. Black money is both a flow and a stock. It exists in either form. As the Wanchoo Committee observed, 'not only unaccounted money is either hoarded or is in circulation outside the disclosed trading channels, but it is also invested in Gold, Jewellery and Precious Metals or Shares and even in Lands, Buildings and business assets over and above the amounts shown in the books of accounts'. Those earthern pots full of black money', pointed out a leading daily, are largely mythical. It is extremely costly and dangerous to hold money in that way, and most offenders will have converted such money into assets that are better protected against inflation and the tax man.[18]

The parallel economy does not remain parallel all the time Black money and white money gets mingled after a few transactions and one can scarcely distinguish between the two. Finally, it is difficult to say whether black-money operations take place in the back ground of a white money dominated system or vice versa. Black money bears no relation to any measure of social contribution to the production of National Wealth. It is money ill-gotten through the back-door. It accrues as 'wind fall gains situational and conjectural rents, partly to the producers, partly to various internediaries, and partly also to those who have the potential and economic power or privilege over the distribution of permits, licences, scarce commodities and over rights. This has set-up a whole hierarchy of very powerful vested interests, engaged in the prepetuation of an economy of scarcities of segmented decision-making without any integrated principles governing the whole economic process.'[19]

---

16. Sinha, S. L. N., 'Black Money & Inflation'. The Financial Exp. Aug. 27, 1973.
17. Varma, Mahesh C. 'Distorting Effect of Black Money on Development ; Some Issues Analysed', Southern Economist, Sept. 15, 1977.
18. Statemen, dated August, 22, 1972.
19. Vakil, C. N., & Others, 'A policy to contain inflation with Semibombla', Comm. Pamphlets, 80-82, Oct., 1974, p. 9.

The Santhanam Committee said in the mid-sixities that the scope for corruption is greater and the incentive to corrupt stronger at those points of organisation where substantive decisions are taken in matters like assessment and collection of taxes, determination of eligibility for obtaining licences and goods obtained thereunder, giving contracts, approval of works and acceptance of supplies[20]. Criminal prosecutions recorded in the Annual CBI reports is a measurement not so much of such rackets as of the police resources devoted to dealing with such cases, but there have been enough recent cases and evidence of pattern on corruption to justify anxiety and to determine public confidence.[21]

Further, black money comprises the network of controls and licensing system evolved in the name of planning. The pent-up demand in the wake of the surge of expenditure in the last 27 years has promoted black market and generated black money resulting in a diversion of resources to non-essential uses. Controls only became self-perpetuating and. with one thing leading to another, controls themselves became a major threat tonational interest. As controls proliferate, black-markets and corruption also become self-reinforcing. Black money has become an alternative source of finance, a highly flexible, and unending source of finance for all speculative operations. Because of its accelerated growth in the last seven years, black-money, has rendered ineffective Reserve Bank's Restrictive Credit Policy. Available on tap, black money switches from one commodity or service to another on demand The dearer money policy has been virtually frustrated by this third—the other two being the organised money market and the conventional unorganised market—and a supersensitive money market The relatively higher cost of black money is more than offset by higher speculative profit margins, easy access and manoeuvrability.

The enormous black income which accrue to people engaged in clandestine deals, or trading in the black market can not be revealed or declared and thus escape taxation. The proportion of National out put which finds its way into the parallel black economy has thus tended to increase with the momentum of development and aggregate spending, and so has the amount of tax evasion. The availability of unrecorded or undeclared money incomes to these defiant manipulators, contractors, middling, fixers, and a whole crop of parvenus has indeed become the bane of our new economic and social order. The compound rate of black-money income would appear to be some higher than the compound rate of growth of National Income.[22]

The tax policy has failed so far to cast its net on tax evading income in the parallel economy. Inflationary pressures have intensified with the inability to check undecla-

---

20. Report of the Committee on Prevention of Corruption-1964, p. 10.
21. The Economic Times, Sept. 4, 1974.
22. Govt. of India, "Direct Tax Enquiry Comm. Final Report-1971.

red output, suppress black markets, and unearth and tax black incomes. This meant shrinkage of the tax base and drying up of resources, on the one hand, and distortion of the pattern of investment, on the other. The high incidence of taxation and inflation have combined to erode the living standards of regular taxpayers, placed marginal and average rates of private saving under pressure, and discouraged the growth of investment in terms of essential priorities. All this has bred corruption and a flight from values. In India, ill conceived policies and controls, with little or not bearing on social purpose, have resulted in an amazing kind of parasitism through concealed subsidies to the underserving, the un-restrained growth black-money incomes, and inefficiency over a wide area.[23] Public moraliby and standards of decency are eroded by black-money and inflation. Income gains and accumulation of wealth often appear not so much to result from sacrifice and honest effort, but rather from the exercise of corrupting political influence, manipulation and deceit.

The behaviour of the individual consumer is controlled by the facts as he sees them. It means that we are pursuing a vain hope when we talk optimistically, about settling social conflicts on the basis of the true facts. Facts are not independent of the observer.[24] Social behavior, like in individual behavior, consists of effort toward a goal. Motives impel us to seek certain situations and to avoid others. In try to attain goal one must choose between alternative causes of action. His choice will depend upon how he percives these activities. Public opinion is nevertheless a powerful factor in decisions by business leaders and Government officials. Pricing and labour policies are said to be affected somewhat by public-opinion findings. In a democracy, such as in India, this role of public opinion has long been recognised. As our daily lives are to a very substantial extent filled, to the exclusion of other interests, by economic activities. The need to earn a living is a major motive in the personality of the average adult. Thus, it is natural to expect and find significant differences between economic groups as to opinions. Such differences are of two kinds : occupation and income.[25] It is generally found that businessman, farmers, and domestic servants have every conservative views on economic issues, professional, skilled and the un-skilled labourers being more to the left on such questions. Similarly, general economic status-having a high or low standard of living relative to the community average-determine many opinions.

Broadly speaking, consumption is motivated by two reasons. First, there are situations of consumption where dominant motivating factor is self-fulfilling expectation of the consumer/user. In other words, when a person decides to buy a product, he is mostly guided by his personal disposition to the product. The concept of accountability

---

[23] Rangnekar, D. K., 'Inflation, Taxation, & black Money Opcit. pp. 54-55.

[24] Dr. Stagner, Ross—'Public Opinion & Propaganda', 1954, p. 530.

[25] Doob. L. W., Propaganda and Public Opinion—1948', p. 16.

113746

is conspicuously absent in these cases. Secondly, there are situations where consumption is motivated by the productive reasons. When a purchasing agent buys a product for a company, he uses—apparently or really—a set of parameters while deciding on the purchase of a product. This situation may be called as 'Parametric Process of Consumption.'

Using these concepts, we can very safely say that when a kit of hand tools are bought by an individual for purposes of his own use may be to meet his requirement of hobby in carpentry, the process of decision making here will have to be substantially different from when a purchasing agent buys the same product for productive utilisation. Therefore, while the conventional classification of products and services are convenient it is logical only to a certain extent.[26] We have demonstrated clearly that such a classification can not be employed with greater degree of assurance for purposes of analysing pricing approaches from the consumer point of view.

What are then the characteristics and styles in a pricing situation that attract or keep away a consumer from a product or service ? A brief examination of pricing elements in a total marketing strategy may be appropriate at this stage. From the points of view of the Government and the entrepreneur, when a pricing policy is decided up on, the policy should necessarily take into consideration—(a) internal economies of the firm, (b) the environment in which the firm is operating and (c) finally, but more importantly, the consumer disposition to manufacturer's pricing decisions. We have to identify the environment in terms of its two distinct facts. viz—competitive environment and the consumer environment.

It is agreed that factors or parameters that contribute to competitive environment vis-a-vis consumer environment can not be seperated with a degree of fineness, because of lack of marketing research in this country. But in broad fashion, we have to retain in our mind the existence of these two components in the environment. To illustrate, the entrepreneur, when he decides on a pricing policy, he sees to it that his pricing matches, as far as possible, the competitor's price. Of course, this is not applicable to the leaders in the industry. It is the consumer disposition to the firm's product and services that permit flexibility in pricing decisions. The consumer disposition to a pricing situation will have to be discovered using instruments of marketing research. If we take a hard look into the elements that go to build the price structure, it becomes noticeable that there are elements which can be directly attributable to competitive environment vis-a-vis, Consumer environment. Our focus will be on the consumer environment, viz, what the consumer looks for in a price and to what extent the price tag on the product or service affects the survival, growth, or decay of a product.

---

[26] Jayachandran, G. 'Pricing Strategies & Consumer Value', The Economic Times, June 12, 1970.

We have already emphasised that when a product succeeds in the market, it is the cumulative result of all the features of product offering. Pricing of cource, is a major component, reflecting the manufacturing and marketing efforts that had gone behind the product offering.

How does then an entrepreneur know what the consumer wants ? The answer is simple enough, viz , systematic, effective, and imaginative marketing research. It is every body's knowledge that marketing research has not made it's impact, as it should on the Indian economy. Many reasons are attributed to this phenomenon, major among them being : conditions of sellers market, lack of expertise in marketing research, lack of genetic governmental statistics to aid marketing research, etc. What should be the pricing decisions of the manufacturer from the consumer point of view, will therefore, depend on integrated rosults from the marketing research. Paucity of marketing research findings itself limits the analysis.

Let us take a quick look at the kind of environment in which the Indian consumer is placed to-day. Professionals often describe India as Urban India and Rural India. From the demographical and facilities development points of view of consumer disposition to the product offerings, this classification is fictititious. Because, if disposable and discretionary income tables, developed on a selective basis by Governmental machinery, and the experience of large consumer industries are any indications, there is possibly only Rich India and Poor India. In urban areas there are the rich and the poor, in rural areas there are prosperous farmers enjoying mechanised facilities in agriculture, and also scrores of farmers still clinging to animal power in husbandry.

Summing up without any serious search into the problem, it can be behind that one can safely surmise such a situation reflect by and large, only the psychological orientation or over-tones that the entrepreneurs want to import to their pricing formula. It may be mentioned here that this often-observed pricing phenomenon only to highlight the psychological assumptions which go into the pricing structure. The longest foot wear marketeers in this country who have been importing consistently for more than a decade, this kind of psychology into their pricing structure, stand out as an example. The very fact that they had found no reason to depart from this practice. We hope that it is the clear demonstration that such psychological prices have still their place in society.

In view of the above discussion it may be concluded that every man has a psychology in a sense that he has a set of anticipatory judgements about people, a kind of distillation of his every day experience. Life has produced in him a set of expectations, and out of these learned attitudes he goes forth to reason about, and to act upon his world. This is the way people are. Men make choices. Decision theory is an attempt to describe is an orderly way what variables influence choices. Since decision making is the process of selecting an action from a number of alternative courses obviously it is correlated with the personality characteristics of an individual and anxiety, an essential state of the individual, naturally effects the decision making of a person. It can then be said that each individual faces different situations in which he has to decide the course of his action. When a person knows possibilities of occurrance of all the possible events then he ascertains certain amount of risk which he can take, and a person in a state of any type of anxiety (higher than the normal) definitely finds it difficult to know the exact possibility of occurrance of any event. Therefore, person with high anxiety level usually choose the alternative whose probability of occurrance is very high ultimately option choice wherein risk taking is minimum as they are supposed to be cautious and are sure to get the thing and not going to lose anything. On the other hand, person with low anxiety usually choose the alternative whose probability of occurrance is very low, i.e., maximum risk involved. Since that event is attached to maximum gain, or award, individual is choosing it inspite of its low chances. The present study focussing on decision making did show an inverse relation between risk taking and anxiety, and a direct relation between risk taking, and need for approval.

Asian Journal of Psychology and Education
Vol. 12, No. 1—4, Special Issue, Page 24—30, 1983.

"A STUDY OF SOCIAL PERCEPTION OF DIFFERENT OCCUPATIONS AS PRECEIVED BY UNIVERSITY STUDENTS"

Prof. A. S. Patel
Baroda
Dr. J. C. Parikh
Department of Psychology, Sardar Patel University, Vallabh Vidyanagar

Since status is more hierarchical and since occupational status in the present setup of the society has been one of the most important factors shaping the Social Structure, an attempt is made in the present investigation to study the nature of the hierarchy of Social statuses of different occupations during the present times. A similar attempt was made long before by Cattell who asked graduate students to rank different occupation according Social status in U. S. A. For comparision, the present authors prepared a list of 44 occupations, using some occupation listed by Cattell and adding a few more specific to our Indian Context. University students of Sardar Patel University, 50 boys and 50 girls were randomly selected.

They were asked to rate these occupations on a prestige scale, assigning 1 to 10 marks in accordance with the Social status of the occupations perceived and evaluated by them, ten representing the highest status and one representing the lowest. The average ratings and ranks for each were obtained. These data were further statistically analysed to the study the sex differences in rating or ranking assigned. The Statistical analysis revealed the present hierarchy in Social Statuses of different occupations, as well as the sex differences in ratings of occupations as evaluated by the Uuiversity students.

INTRODUCTION

Group structure has a number of distinctive features, of patterns of association based on liking or on group activities, status hierarchies, matual or reciprocal interpersonal choices and other festures. Sociometry is a method of depicting structure based upon members likings or choices or pereferences of other members as partners for various activities. Findings obtained by sociometric method have been explained in terms of the exchange theory. Group members who are most frequently chosen are those who can provide other members with satisfying interaction at minimum cost to those members and to themselves. Members choices are based upon a balance between what they would like to get in interaction and what they can get. This is what social psychologists (3) call a compromise process, which produces two distinctive features : (i) mutual attraction or reciprocal interpersonal choices and (ii) choice of persons roughly equal to oneself in *status*. Both of these features emerge because they maximize reward-cost out comes of members.

Sociometric choice has been a means of identifying such structures, particularly choices of leisure-time companions. However, choice of work partner in some occupation is not based on attraction, but on another element, viz. status. In small groups, the worth of each member is evaluated in an agreed-upon way by the other members. The pattern that these evaluations form is called the status structure of the group. Status is also a property that extends beyond the small group to the larger society. For example, film stars, athletes, scientists, professors, physicians and others are respected widely.

Distinction between Status Structures and Affect Structure :

Those people whom we like and whom we respect may not always be the same, or even when they are the same, the ranking may be different. People accord status to others on the basis of values and needs that are *jointly held* by group members ; they like each other on the basis of *personal* values and needs. The subtle difference between 'liking' and 'status', between 'affection' and 'admiration' can be understood when someone is told, "I admire you immensely, but I don't love you". Affect and status are different sentiments and produce different group structures. Because of this difference, the status structure is more hierarchical than affect structure, and this in turn helps to explain why persons are so concerned about their status. Only those two or more persons whose unique needs and values match will like one another, but the person will be accorded or low status uniformly by all persons if their needs and values are important to and widely shared by many.

Social structure is shaped by many factors, such as occupation, education, position in the family unit, membership in the social group or class, age, sex etc. What makes social structure is the fact that members of a society categorize people according to differences that are important to their needs and values. Thus, they give to each person in the society what social psychologists (3) call a status-age status, sex status, occupation status, education status, social status and so on. Morgan (2) defines it thus : "each status is a position representating differences that are important in the exchange of goods and services and in satisfaction of needs in the society". Different people may occupy a particular status at different times, and their status may change from time to time and also from place to place. Alongwith status goes a role, which is a pattern of behaviour that a person is expected to exhibit in a particular status. For example a father as the head of the family, a mother, a teacher and an employes have to play a role that goes alongwith the particular status, since the system by which statuses are categorized in a social structure permits any person to be categorized in many ways. Social status is thus dercribed in terms of statuses and roles. There is, however, more to the social structure than a mere assortment of statuses. In every society these statuses are arranged on a scale of prestige, i.e. people in the society regard some statuses more favourably than others or they rank statuses according to their desirability. Then the awards that the community has to distribute, such as wealth, power, respect and honours are parcelled out according to this prestige scale. Naturally, there is not necessarily one-to-one correlation between wealth and prestige, but taken all together the awards of the community correspond fairly well to the status on a prestige scale. Anyway there is definite hierarchy among the statuses, and this forms social classes.

PROBLEM AND PROCEDURE

Since status is more hierchical and since occupational status in the present set-up of the society has been one of the most important factors shaping the social structure, an attempt is made in the present investigation to study the nature of the hierarchy of social statuses of different occupations during the present times. A similar attempt was made long before by Cattell (1) who asked graduate students to rank different occupation according to social status in U. S. A. For comparison, the present authors prepared a list of 44 occupations, using some occupations listed by Cattell and adding a few more specific to our Indian context. University students of Sardar Patel University, 50 boys and 50 girls, randomly here selected from amongst the visitors to the Psychology Exhibition organised during the University Silver Jubilee Celebrations in 1981-1982. These students were presented the list of occupation and asked to rate these occupation on a prestige scale, assigning 1 to 10 marks in accordance with the social status of the occupations perceived and evaluated by them, ten representing the highest status and one representing the lowest. Ratings thus assigned were their own perceptions and evaluations of different occupations, based upon their judgments and impressions formed through interactions with other members in the society, and thus reflecting their social needs and values determining the social status of each occupation.

ANALYSIS OF DATA

The frequencies of raters on each scale value of ratings (1 to 10) were calculated separately for boys and girls ; these frequencies were multiplied by the scale values and these scale values were then summed up for the group, and these were then averaged by dividing the total scores by 50 in each group of boys and girls, and by 100 in case of average rating of the total group. This gave the average rating for each occupation, and on the basis of the average rating scale value, each of 44 occupations was ranked from 1 to 44, rank one to the highest rating scale value and rank 44 to the lowest value. The average ratings and ranks for each occupation for each group have been summarized in table-1

TABLE-1 : Showing the ratings and ranks of different occupations according to Social Status.

Sr. No.	Occupations	Boys (50)		Girls (50)		Total (100)	
		Average rating	Rank	Average rating	Rank	Average rating	Rank
1.	2.	3.	4.	5.	6.	7.	8.
1.	Physician	7.86	1	8.30	4	8.08	1
2,	Banker, Stock & Loan broker	5.94	10	5.94	17	5.94	14
3.	Superintendent of State Institution	5.66	15	7.22	9	6.44	11
4.	Officer in Army/Navy/ Air force	7.28	5	8.36	3	7.82	4
5.	Manager of business	7.16	7.5	6.70	13	6.93	9
6.	Hotel-Keeper,	4.00	23	4.98	22	4.49	22
7.	Primary School teacher	5.34	16	5.72	18	5.53	18
8.	Real estate/Insurance Agent	5.84	11	6.06	15.5	5.73	17
9.	Retail trader	4.26	20	4.18	27	4.22	24
10.	Commercial traveler	3.56	28	4.84	24	4.20	25.5
11.	Accountant	3.94	24	5.20	21	4.57	21

Contd...

1.	2.	3.	4.	5.	6.	7.	8.
12	Foreman	5.72	14	6.84	12	6.28	12
13.	Farm Proprietor	3.90	25	4.62	25	4.26	23
14.	Clerk, Typist & Stenographer	5.78	12	6.46	14	6.12	13
15.	Policeman	3.80	27	4.60	26	4.20	25.5
16.	Skilled factory worker	2.84	34	3.66	53	3.25	32
17.	Sales representative	2.52	41.5	3 88	30	3.09	34
18.	Train, Bus & Motor driver	3.40	29	4.10	28	3.75	29
19.	Waiter & domestic Servant	3.34	30	4.04	29	3.69	30
20.	Janitor	2.06	43	3.68	32	2.87	39
21.	Laundry worker	4.12	22	3.44	36	3.78	28
22.	Unskilled factory Worker	2.78	37	3.22	39	3.00	36
23.	Farm Labourer	1.80	44	3.54	34	2.67	42
24.	Causal work Labourer	3.88	26	3.46	35	3.67	31
25.	Coal Miner	2.66	38.5	2.92	41	2.79	40
26.	Educated unemployed	2.96	31	2.40	43	2.68	41
27.	College Professor	7.38	3	8.70	1	8.04	2
28.	Engineer	7.20	6	6 86	11	7.06	8
29.	High School Teacher	7.36	4	8.20	6	7.78	5
30.	Whole-Sale Business Man	5.30	17	5.38	20	5.34	19
31.	Chemist	5.76	13	6.06	15.5	5.91	15
32.	Nurse	4.22	21	7.40	8	5.81	16
33.	Small Scale industrialist	5.08	18	5.50	19	5.29	20
34.	Big industrialist	7.16	7.5	8.56	2	7 86	3
35.	Dancer/Musician	6.54	9	8.12	7	7.33	6
36.	Uneducated unemployed	2.52	41.5	2.72	42	2.62	43
37.	Beauty Parlour Proprietor	4.76	19	8.22	5	6.49	10
38.	Barber	2.88	32	3.06	40	2.97	38
39.	Mason	2.86	33	4.94	23	3.90	27
40.	Carpenter	2.80	36	3.36	37	3.08	35
41.	Black-Smith	2.66	38 5	3 30	38	2.98	37
42.	Cobler	2 82	35	2.24	44	2.53	44
43.	Hawker	2.63	40	3.70	31	3.15	33
44.	Film-actor	7.42	2	7.06	10	7.24	7

These date were further statistically analysed to study the sex differences in ratings or ranking assigned. Non-parametric Wald Wolfownts Rank test in case of a large sample was used to test the results. Further, the ratings assigned by each individual in terms of scores from 1 to 14 were also analysed statically applying the t-test. The statistical analysis revealed the present hierarchy in social statuses of different occupations, as well as the sex differences in ratings of a few occupation as evaluated by the University students, though on the whole boys did not differ much in rankings spearman's Rank Difference corelation method showed a significantly high correlation (0·87) between ranking of boys and girls.

DISCUSSION

The findings confirm that there is a hierarchy of social status among different occupations. The status was rated or ranked on a scale of prestige, as perceived and evaluated by members of the society, People feel concerned about statuses of different occupations in as much as these occupations are important to them and serve their needs and values, not on a personal basis as in case of liking or attraction, but on the consideration of needs and values accepted widely by many in the society, as applicable to status. It is seen from the results in Table-1 that occupations such as physicians, army officers, big industrialists, Engineers, college professors, highschool teachers and film actors and dancers/musicians occupy the higher status, while occupations such as farm labourers, janitors, coblers, blacksmiths, coalminers, carpenters, barbers and the unemployed carry with them low status. These results somewhat tally with those of Cattell (1). No doubt, this is the picture of occupations amongst the University students of the present times in a particular society. It may show a somewhat different picture at different times and in different societies if further research is carried out.

Further, there are also observed definite sex differences in the perceptions of social statuses of different occupations. For example, boys rate higher certain occupations, such as engineers, film actors, business managers etc., in comparison to girls, who rank nurses, dancers and musicians, beauticians, college professors and high school teachers as higher on social status. All these differences reflect their on experiences and impressions developed by the interactions with other members of the society. It is in accordance with the accepted roles that go with the status of the particular sex*. Boys are more impressed by some high status occupations such as filmstars, physician, teacher, bankers and retail traders and sympathese with some low status occupations such as laundry workers, causel work labourers, educated unemployed, barber and clobers, while girls are more carried away by some high status professions, such as nurses, beauticians, sales representatives and teacher who get comparatively higher rank and seem to feel some pity for a few low status occupations, such as janitors, masous and hawkers who are ranked lower by girls in comparison to boys.

REFERENCES

Cattell, R.C. 'The concept of Social Status'. Journ. Soc. Psy., 15, 1942, 203-308.

Morgan, C.T. 'Introdu.tion to Psychology' Mc Graw-Hill, New-york, 1976, (Ch. 16),

Cecord, P.F 'Backman, B,W. and Slavitt, D.R., 'Understanding Social Life—An Introduction to Social Psychology, Mc Graw-Hill, New-York, 1976, (Ch. 10).

OUR NEW PUBLICATIONS

1. **Child Rearing Practices Report**—By Dr. Roma Pal & Mrs. Shamim Karim.
2. **State-Trait Anxiety Inventory**—By Dr. Govind Tiwari & Dr. Roma Pal.
3. Clinical Case Study—By Santosh Kumar Dixit.

Published By

Agra Psychological Research Cell

Tiwari Kothi Belanganj, Agra-4

Asian Journal of Psychology and Education
Vol. 13, No. 1—4, Special Issue, Page 31-33, 1983.

NEED-ACHIEVERS AND MULLER-LYER ILLUSION

Dr. R. P. Pandey
Head of the Deptt. of Psychology,
L. N. Mithila University, Darbhanga, (Bihar)
&
Dr. J. L. Jha
R. B. College, Dalsingsarai, Bihar

This study was aimed at the investigation of the effect of the high and low need-achievers on the magnitude of M-L illusion. 20 high and 20 low scoring undergraduate students were selected as subjects by applying Mukherji sentence completion test. The method of adjustment was used to measure the extent of illusion. Each S was given only 10 trials to minimise the effect of practice. It was found that high need-achievers were less susceptible to illusion than the low need-achievers.

INTRODUCTION

In the 1940 a number of researches were reported in which emphasis was laid upon events outside the sensory system which determined the perception of individuals. In this connection Bruner and Postman (1948) had rightly remarked that in an adequate theory of perception, the creative role of the perceiver must not be ignored along with the importance of adequate stimulation Hence a theory was developed in which the role of the perceiver was emphasized. This theory is known as 'organismic and functionalistic theory of perception'. According to this theory, an individual performs four main functions during perception, viz, (i) selection (ii) accentuation (iii) fixation and (iv) organised configuration. Bruner and Postman (1948) advocated that these four functions are determined by "the present state of the individual which is compounded of the organism's need, his values, his hopes, his past experiences, his culture, in short, all those items of his past history which have gone into making what he is."

The studies referred to above indicate achievement motivation as one of the personality variables determining the perceptual processes of the individual The concept of achievement motivation was developed by Mc Clelland (1953) and his co-workers. By *n*-achievement Mc Clelland meant the desire of an individual to achieve and acquire. In terms of content achievement motivation may be characterised as the tendency to maintain and increase individual proficiency in all areas in which a standard of quality is taken as binding (Meckhauson, 1963). In the case of achievement motivation, the expectations of positive or negative affective changes refer to the attainment or non-attainment of the standard of quality by the individual.

Thus the need for achievement in a particular degree has deep impact on psychic and physical energy needed for perceptual processes. Basarov (1974) carried out experiments to see the effect of predominant motives on M-L illusion in students. It was found that Ss perception of the length of parrallel lines in M-L illusion was related to his motive to obtain a prize either for himself or for the group to which he belonged.

The need to achieve higher goals varies in degrees from person to person.

Problem : The purpose of the present research is to indicate the role played by achievement motive as a personality variables to determine the extent of illusion. It is hypothesized that the high need achievers have smaller extent of Muller-Lyer illusion than the low need-achievers.

Sample : The Mukherji sentence completion test was administered on 96 under-graduate students. Of these only 20 students scoring P_{75} or above and 20 students scoring P_{25} or below on that test were selected for the study.

METHOD

The method of adjustment was used to measure the extent of M-L illusion of both the high and the low need achievers. The arrow-headed horizontal line of 50 mm. was used as standard line. The subjects' task was to "Push in" or "Push out" the variable stimulus (feather-headed line) so as to make it equal to the standard line. Each S was given 10 trials. In half of the observations, the variable stimulus was on the Ss left (L) and in the other half on the right (R).

RESULTS

Level of n-ach.	N	Mean	S. D.	P
High n-ach.	20	4.7	.5	$<.01$
Low n-ach.	20	11.1	.7	

DISCUSSION AND CONCLUSION

The results indicated that the high need-achievers were less susceptible to illusion than the low need-achievers. The mean error of magnitude of illusion of low need achievers was higher than the high need-achievers by 6.4. Thus the hypothesis is proved.

The result can be accounted for by the tendency of the high need-achievers to maintain and increase proficiency where the standard of quality is taken as criterion.

REFERENCES

Bruner and Postman, Perception and stress. Psychological Review, 55, 314-324, 1948.

Basarov, B , Experimental determination of the predominant motives in students, vaprosy Psikhologi, V-B 150-157, 1974.

Mc Clelland, D, C. et al., The achievement motives. New York. Appleton, 1953.

Meckhauson, In Eysenck's Encyclopedia of Psychology, 1963.

NOW AVAILABLE

STATUS OF INDIAN RESEARCHES
IN
CREATIVITY

Edited By

Dr. Govind Tiwari and Dr. (Km.) Roma Pal

Published By :

AGRA PSYCHOLOGICAL RESEARCH CELL
TIWARI KOTHI, BELANGANJ, AGRA-282004 (INDIA)
[Phone : 64965]

Asian Journal of Psychology and Education
Vol. 12, No. 1—4, Special Issue, Page 34—36, 1983.

JOB SATISFACTION SURVEY OF REAL-ESTATE AND TRAVEL AGENTS

Henry H. Reiter and Rosanne Avarzato.
CW Post College, New York

The purpose of the present investigation was to assess worker satisfaction among real estate and travel agents in a suburban community. Results indicate that both worker groups are generally satisfied with their occupations.

INTRODUCTION

The purpose of the present study was to obtain self-report ratings of satisfaction of their jobs by real estate and travel agents. It was expected that both groups would tend towards general dissatisfaction due to the present economical difficulties in our country.

METHOD

30 female travel agents and 30 female real-estate agents were asked to complete a questionnaire on job-satisfaction (Appendix A). All subjects were volunteers, and ages ranged from 26-48. There were no meaningful differences between worker groups in terms of age or educational level.

RESULTS AND DISCUSSIONS

Results show that most of the workers would not change their jobs if given the chance. Travel agents, in general, showed a greater level of job satisfaction than the real-estate agents, although there were no statistically significant differences.

The results are generally surprising in terms of the positive level of job satisfaction for both groups despite problems with the economy. It is understandable, however, that the travel effects tended to be more satisfied with their jobs than the real estate people because of the differential effects of the economy on both areas. People will still travel in any economy, but purchasing a home during a period of inflation, high interest rates, and the like is unlikely and uncommon.

30 female travel agents were compared with 30 female realestate agents in terms of job satisfaction. It was hypothesized that the general level of satisfaction would tend to be low because of the current state of the economy.

Results showed that both groups were strongly satisfied with their jobs, although travel agents indicated greater overall satisfaction than the real estate people, although results were not statistically significant. The findings were surprising in light of current economical difficulties.

Please circle the answer that best reflects your own attitudes :

Personal Data (optional)

1. Age
   - (a) 30—under
   - (b) 31—35
   - (c) 36—45
   - (d) 46—older
2. Sex
   - (a) Male
   - (b) Female
3. Marital Status
   - (a) Single
   - (b) Married
4. How satisfied would you say you are with your job ?
   - (a) Extremely satisfied
   - (b) Quite satisfied
   - (c) Somewhat satisfied
   - (d) Not satisfied
   - (e) Positively dissatisfied
5. How likely is it that you will make a genuine effort to find a new job with another employer within the next year ?
   - (a) Very likely
   - (b) Quite likely
   - (c) Somewhat likely
   - (d) Not likely
6. If you could at this point, would consider changing occupations ?
   - (a) Yes
   - (b) No
7. Average workweek
   - (a) 50 - 60 hours
   - (b) 40—49 hours

(c) 30–39 hours
(d) less than 30 hours

8. The average workweek over the past few years has

(a) increased greatly
(b) somewhat increased
(c) remained same
(d) decreased much
(e) decreased little

9. I get sufficient challenge from my job ?

(a) never
(b) rarely
(c) sometimes
(d) almost always
(e) always

10. I set high standards for myself

(a) True
(b) False

11. Are your feelings today a true sample of the way you usually feel about your job ?

(a) Yes
(b) No

Please sign under statement.

I am a voluntary participant in this worker attitude survey. I understand that no names will be used and that all data will be grouped without respect to individuals.

____

Signature of Consent

● ●

PERGAMON PRESS

New Pergamon Journal : Advance Information & Call for Papers

Announcing a new journal....

NEW IDEAS IN PSYCHOLOGY

AN INTERNATIONAL JOURNAL OF INNOVATIVE THEORY IN PSYCHOLOGY

Editors : **Pierre Moessinger**, Swiss Institute of Technology, Switzerland,
John Broughton, Teachers College, Columbia University, USA. and
Richard Kitchener, Colorado State Univerity, USA.

Assisted by a Distinguished International Editorial Board

There is a growing dissatisfaction with fragmentation in theoretical psychology, and without doubt there is a need for a journal containing articles which aim to integraate these fragmented ideas and theories. **New Ideas in Psychology** will pubish papers on innovative theory in psychology placing particular emphasis on the fact that informed discussion of psychological theories needs to be interdisciplinary.

Some fourthcoming papers

Speculation : Wild and sound, **M. Bunge.** Comments, **T. Nickles.** Rebuttal, **M. Bunge.**
Artificial Intelligence and Animal Psychology, **M Boden.**
An Interview with **Jean Piaget** on **Claude Levi-Strauss**
An Interview with **Claude Levi-Strauss** on **Jean Piaget.**

SUBSCRIPTION INFORMATION

Published 3 times per annum for the first year, thereafter published quarterly

Annual subscription (1983)	**US$65·00**
Two-year rate (1983/84)	**US$123·50**

Prices include postage and insurance

Sterling prices for journals available to UK and Eire customers on request. Prices subject to change without notice.

Free Specimen Copy Sent As Soon As Available

Call For Papers

The journal is soliciting for consideration papers on conceptual issues in scientific creativity board problems in any field in psychology (focusing on new and plausible hypotheses) and short tentative ideas or intriguing speculations.

PERGAMON PRESS

UK : Headington Hill Hall, Oxford OX3 0BW
USA : Fairview Park, Elmsford, NY 10523

ADVERTISEMENT

Indian Council of Social Science Research publications

SURVEYS OF RESEARCH

(i) Accounting Theory (ii) Demography, (iii) Economics, 7 vols. (iv) Geography 2 vols. (v) Management, 2 vols. (vi) Political Science, 2 vols. (vii) Psychology (viii) Public Administration 2 vols. (ix) Sociology and Social Anthropology, 2 vols. (x) Second Survey of Research in Psychology, 2 Pts.

GANDHI BIBLIOGRAPHIES (ENGLISH, HINDI, SANSKRIT & URDU)
UNION CATALOGUE OF SOCIAL SCIENCE PERIODICALS SERIALS, 32 VOLS.

OTHER PUBLICATIONS

1. The status of Women (i) Literacy and Employment (ii) Household and Non-household Economic Activity (iii) Shifts in Occupational Participation 1961-71 2. Banking Policy in India : An Evaluation 3. A Long Way to Go 4. Functional Classification of India's Urban Areas by Factor-Cluster Method 1961-71 5. Shifts in the function of Cities and Towns of India 1961-71 6. Population and Areas of Cities, Towns and Urban Agglomerations 1872-1981 7. Man and Land in South Asia 8. Soviet Studies in Social Sciences, etc.

JOURNALS

(i) ICSSR Journal of Abstracts and Reviews : Economics (ii) ICSSR Journal of Abstracts and Reviews : Geography (iii) ICSSR Journal of Abstracts and Reviews : Political Science (iv) ICSSR Journal of Abstracts and Reviews : Sociology and Social Anthropology, (v) Indian Dissertation Abstracts (vi) Indian Psychological Abstracts (vii) Research Abstracts Quarterly.

For complete catalogue and details regarding publications as well facilities provided by SSDC : please contact :

The Director,
Social Science Documentation Centre
I.C.S.S R.

35, Ferozeshah Road, New Delhi-110 001 (INDIA)

(Advtg. F. 83)

पुस्तकालय
113746

113748

13/11/2018

Compiled
1999-2000

Stock Verification-2024